

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A program search system comprising:

a keyword registration unit configured to register a keyword for showing the user's preference in broadcast programs;

a hardware communication unit configured to receive broadcast content information including the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations; and

a detector configured to detect an appearance frequency of said keyword by said broadcast programs, in the broadcast content information received by said hardware communication unit, said detector configured to generate a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword as a search result.

Claim 2 (Previously Presented): The program search system according to claim 1, wherein said detector is configured to specify a broadcast program according to the appearance frequency of said keyword.

Claim 3 (Canceled).

Claim 4 (Currently Amended): The program search system according to claim 1, further comprising:

a search condition setting unit configured to set at least either one of the broadcasting period, the title and the broadcasting station of said broadcast program as a search condition is further included,

wherein said hardware communication unit is configured to transmit request information to request broadcast content information corresponding to said search condition set by said search condition setting unit from a storage device that stores broadcast content information including the broadcasting time and date and the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations by the above broadcast programs, and is also configured to receive the broadcast content information transmitted from said storage device responding to the above request information.

Claim 5 (Currently Amended): The program search system according to claim 1, wherein said hardware communication unit is configured to transmit request information to request broadcast content information from a storage device that stores broadcast content information including the title of said broadcast program being broadcasted by one or more broadcasting stations, and is also configured to receive the broadcast content information transmitted from said storage device responding to the above request information;

and a storage unit configured to store said received broadcast content information is further included.

Claim 6 (Currently Amended): The program search system according to claim 1, wherein said hardware communication unit is configured to receive electronic program listings formed by broadcast content information including the broadcasting time and date and the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations; and said detector is configured to search the broadcast content information included in said electronic program listings for broadcast content information including said keyword, and to detect the appearance frequency of said keyword by said

broadcast programs, in the broadcast content information that was obtained as the search result.

Claim 7 (Currently Amended): A program search system comprising:

a storage medium configured to store broadcast content information including the broadcasting time and date and the title of a broadcast program that will be broadcasted by one or more broadcasting stations by the above broadcast programs;

a hardware receiver configured to receive search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcast program as a search condition, and a keyword showing the user's preference in said broadcast programs, from an external device;

a search unit configured to search said storage medium for broadcast content information corresponding to said search condition, based on said search condition information received by said receiver;

a detector configured to detect an appearance frequency of said keyword by said broadcast programs, in the broadcast content information that was obtained as the search result by said search unit, said detector configured to generate a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword; and

a transmitter configured to transmit information based on the appearance frequency of said keyword by said broadcast programs detected by said detector to said external device.

Claim 8 (Previously Presented): The program search system according to claim 7, wherein said detector is configured to generate information to specify a broadcast program, according to the appearance frequency of said keyword.

Claim 9 (Canceled).

Claim 10 (Previously Presented): A program search method comprising:  
registering a keyword showing the user's preference in broadcast programs;  
receiving broadcast content information including the titles of broadcast programs that will be broadcasted by one or more broadcasting stations;  
detecting by a processor of a client terminal the appearance frequency of said keyword by said broadcast programs, in the broadcast content information received in said receiving; and  
generating a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword.

Claim 11 (Previously Presented): A program search method comprising:  
storing broadcast content information including the broadcasting time and date and the title of a broadcast program that will be broadcasted by one or more broadcasting stations in a storage medium by the above broadcast programs;  
receiving search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcast program as a search condition, and a keyword for showing the user's preference in said broadcast programs, from an external device;  
searching said storage medium for broadcast content information corresponding to said search condition, based on said search condition information received in said receiving;  
detecting by a processor of a client terminal the appearance frequency of said keyword by said broadcast programs, in broadcast content information that was obtained as the search result in said searching;

generating a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword; and  
transmitting information based on the ranking to said external device.

Claim 12 (Currently Amended): A computer readable medium including computer executable instructions, wherein the instructions, when executed by a processor, cause the processor to perform a method:

registering a keyword showing the user's preference in broadcast programs;  
receiving broadcast content information including the titles of broadcast programs that will be broadcasted by one or more broadcasting stations;  
detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information received in said receiving<sub>i</sub>[[:]] and  
generating a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword.

Claim 13 (Previously Presented): A computer readable medium including computer executable instructions, wherein the instructions, when executed by a processor, cause the processor to perform a method:

storing broadcast content information including the broadcasting time and date and the title of a broadcast program that will be broadcasted by one or more broadcasting stations in a storage medium by the above broadcast programs;  
receiving search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcast program as a search condition, and a keyword for showing the user's preference in said broadcast programs, from an external device;

searching said storage medium for broadcast content information corresponding to said search condition, based on said search condition information received in said receiving;  
detecting the appearance frequency of said keyword by said broadcast programs, in broadcast content information that was obtained as the search result in said searching;  
generating a ranking of said broadcast programs in a descending order of a higher appearance frequency of said keyword; and  
transmitting information based on the ranking to said external device.

Claim 14 (Previously Presented): The program search system according to claim 1, further comprising:

a display unit configured to display the ranking of the broadcast programs in the descending order of the higher appearance frequency of the keyword.

Claim 15 (Previously Presented): The program search system according to claim 14, wherein the display unit is configured to display the appearance frequency of the keyword in the broadcast content information with a title of each corresponding broadcast program.